



- Regional Mixed Use and Community Mixed Use and east of 288 to Courthouse Rd.
- Mixed Use Corridor
- This area is located within the Rural Conversation Area of the Southern and Western Area Plan. Sec. 19-586.2 is the only requirement of the Route 360 Corridor West standards that apply.

The Route 360 corridor west area is defined in Sec. 19-580(3):

Sec. 19-580 (3) The Route 360 corridor west, which shall consist of Hull Street Road, extending from Courthouse Road to the Amelia County line, including all land to a depth of 1500 feet from the centerline of Hull Street Road, unless the parcel or project extends further than 1500 feet, in which case these requirements shall apply to the entire parcel or project.

As stated in Sec. 19-585, conditions of zoning supersede Ordinance requirements:

Sec. 19-585. Specific zoning conditions shall always be complied with regardless of whether they are more or less restrictive than the following conditions.

Refer to Upper Swift Creek Plan

The purpose and intent of the Route 360 Corridor West standards are to:

- Establish architectural themes for projects.
- Establish guidelines for the architectural treatment of large buildings.
- Provide pedestrian amenities.
- Provide architectural compatibility with residential neighborhoods in certain areas and circumstances.



Example of a project-wide architectural theme, including pedestrian amenities.



Example of architectural compatibility with residential neighborhoods.



Architectural treatment of large buildings can help reduce the overall perceived scale and mass of a structure.

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Sec. 19-586. Route 360 Corridor West: Regional and community mixed use areas.

(a) Within the Route 360 corridor west in the Regional Mixed Use and Community Mixed Use designated areas of the Upper Swift Creek Plan and along Route 360 between Courthouse Road and Route 288, the architectural theme of a project shall establish a clearly identifiable architectural style, show how the building elements will break up the mass of large buildings, and provide for a pedestrian scale environment between the parking and the buildings.

The purpose of this section is to:

- Establish an architectural theme for projects.
- Use building elements to break up the mass of large buildings.
- Provide pedestrian scale environments between parking and buildings.

This section applies to the following areas:

- Regional Mixed Use and Community Mixed Use areas within the Upper Swift Creek Plan.
- Land along Route 360 between Courthouse Road and Route 288.



The architectural theme at the Belgrade Shopping Center includes details reminiscent of a Kentucky horse farm. Walkways and landscaping also help to create this village scene.



Three-dimensional building elements reduce the overall scale and mass of the large structure of the Commonwealth 20 Theatre Complex.



A simple, well-maintained landscaped area provides an attractive shopping environment at Belgrade.



Sec. 19-586 (a) (cont.) The architectural style shall use building elements that interrupt the linear pattern and provide large scale focal elements and pedestrian scale elements for the entire development. Building and pedestrian elements are as follows:

(1) **Background Wall:** Background wall designs shall incorporate similar architectural expression of walls including grid pattern, canopy, abstract ornamentation and cornice to maintain the continuity between tenants. Variation in building wall setbacks shall be employed to interrupt the massiveness of the building.



Example of using a grid pattern, horizontal accents, and cornice to provide continuity among buildings at the Commonwealth Centre.



Variations in the building wall setbacks interrupt the massiveness of the building and create focal points at the entrances.



Large building incorporates wall setbacks, grid pattern, ornamentation and landscaped seating areas to soften the scale and provide a pedestrian friendly environment.

Summary:

In order to maintain continuity among tenants within a project, wall designs shall incorporate similar details:

- Grid pattern
- Canopy
- Ornamentation
- Cornice

Varied wall setbacks shall be used to break up large building masses.

**ARCHITECTURAL THEME IN REGIONAL
AND COMMUNITY MIXED USE AREAS.
ENTRY AND TOWER FEATURES**

Sec. 19-586 (a) (2) Entry and Tower Features: Entry features shall be included as key design components to serve as identification for each tenant and offer relief to the background wall, or alternatively, continuous pedestrian canopies with a maximum length of 250 feet may be used between significant entry or tower features in lieu of entry features for each tenant. Tower features shall be incorporated into the entire project to establish large scale focal points and/or interrupt the overall linear design of the buildings on the site.

Summary:

Entry features shall be included to:

- Identify each tenant.
- Provide relief for background walls.

Continuous pedestrian canopies may be substituted for tenant entry features. A maximum canopy length of 250' may be provided between significant entry or tower features.

Tower features are required in order to:

- Establish large-scale focal points.
- Interrupt overall linear building design.



Pedestrian canopy is used over small tenant spaces at the Commonwealth Centre.



Entry features identify tenants, provide architectural variety and depth at the Chesterfield Crossing Shopping Center.



Tower feature serves as project focal point and entry feature for Target at the Commonwealth Centre.



Pedestrian plaza area at the Chesterfield Crossing Shopping Center is anchored by a tenant entry feature and project focal point.

**ARCHITECTURAL THEME IN REGIONAL
AND COMMUNITY MIXED USE AREAS.
COLORS
PARAPETS AND ROOFS**

Sec. 19-586 (a) (3) Colors: Overall designs shall include variations in neutral color schemes for the building background, with complimentary colors to enhance the entry feature design. Accent colors shall be permitted to represent individual corporate identification.

Sec. 19-586 (a) (4) Parapets and Roofs: Variation in parapet and/or roof heights shall be used to interrupt building massiveness.



Pedestrian canopy at Harbour Pointe Shopping Center. The neutral color scheme of the canopy structure is emphasized against the color of the brick wall.



Kohl's at the Commonwealth Centre interrupts building mass with varied parapet heights.



Brick piers and wood clad columns offer variations in a neutral color scheme at the Harbour Pointe Shopping Center.



Varied roof heights at the Commonwealth Centre



Accent colors may be used for corporate identification.

Sec. 19-586 (a) (5) Pedestrian Elements:
Between the buildings and the parking areas, the architectural theme shall include at least four of the following pedestrian elements: decorative post lights, alternative paving treatments at entrances and/or pedestrian crossings, benches, plazas, landscaped areas, water features, display windows, or other pedestrian elements as approved by the director of planning.



Plaza offers outdoor dining area at the Chesterfield Crossing Shopping Center

Summary:

The architectural theme shall include at least four of the following pedestrian elements:

- Decorative post lights
- Alternate paving treatments
- Plazas
- Benches
- Landscape areas
- Water features
- Display Windows



Benches, pedestrian scale post lights, special paving, and landscaping make for an interesting walk between shops at the Commonwealth Centre.



Pedestrian plaza formed by a semi-circular pedestrian canopy is further defined by evergreen trees, a small brick stage area, landscaped planters, scored concrete walks and benches. Genito Station Shopping Center.



Sec. 19-586 (b) Commercial buildings adjacent to roads other than arterial or collector roads as identified on the County's Thoroughfare Plan that serve as an entrance to a residential neighborhood shall incorporate building elements that are compatible with residential development using design features identified for buildings in the Mixed Use Corridor designated areas of the Upper Swift Creek Plan.

Summary:

Area: Regional Mixed Use and Community Mixed Use areas within the Upper Swift Creek Plan and land along Route 360 between Courthouse Road and Route 288.

- Applies to sites on roads that are not arterial or collector roads within the Mixed Use Corridor Areas of the Upper Swift Creek Plan.
- Commercial buildings adjacent to roads that are entrances to residential neighborhoods shall incorporate residential design elements.
- Architecture shall be residential in style and materials.



Residential scale, building elements, and materials are used in this building, while still exhibiting a commercial style.



This Burger King adopted a colonial residential style.



This bank office building uses a colonial style with a scale and materials compatible with residential neighborhoods.



Wendy's incorporates a residential style and materials at the Chesterfield Meadows Shopping Center.



**Sec. 19-586.1. Route 360 Corridor West:
Mixed use corridor areas.**

Within the Route 360 corridor west in the Mixed Use Corridor designated areas of the Upper Swift Creek Plan, all buildings shall be compatible with residential architecture. Residential design features shall include, but not be limited to, articulation of doors and windows, architectural ornamentation, and use of residential materials such as, but not limited to, brick and/or siding for walls and asphalt shingle or simulated slate for roofs. There shall be no visible flat or shed roofs permitted. Within a project, compatibility shall be achieved through the consistent use of a residential architectural style, and using, materials, fenestration, scale and other architectural features appropriate to that style.



The new Laprade Library on Hull Street Road uses residential forms and materials. The mass of the building is broken up to be compatible with residential scale buildings.

Summary:

In the Mixed Use Corridor designated areas of the Upper Swift Creek Plan, all buildings shall be compatible with residential architecture.

Residential design features shall include:

- Articulation of doors and windows
- Ornamentation
- Use of materials compatible with residential construction.
- No visible flat or shed roofs permitted.



Project-wide compatibility is achieved through:

- Consistent use of a residential architectural style
- Architectural features appropriate to that style
- Materials
- Fenestration
- Scale

**Sec. 19-586.2. Route 360 Corridor West:
Architectural compatibility.**

Throughout the Route 360 corridor west from Courthouse Road west to the Amelia County line, architectural treatment of all buildings shall be compatible with buildings located within the same project or within the same block or directly across any road, as determined by the director of planning. At locations where the existing buildings do not meet current Zoning Ordinance requirements for architectural treatment, the director of planning may approve a new architectural treatment or theme. Compatibility may be achieved through the use of similar building massing, materials, scale, colors or other architectural features.



This Exxon Service station was built first, adjacent to the entrance of a residential neighborhood. When the bank proposed to locate within the same project, a development standards waiver to architectural compatibility was required for the bank to use its residential style architecture. This ordinance amendment would allow the bank to build without a development standards waiver.



The F&M Bank provides a residential image compatible with the Southshore neighborhood.